PHILIP MORRIS U. S. A.

INTER-OFFICE CORRESPONDENCE

RICHMOND, VIRGINIA

File

To: Dr. M. Hausermann

Date: June 8, 1984

From: C. C. Bright

Subject: CO and NO Deliveries of Philip Morris and Competitive Brands

Attached is a copy of the subject report based upon cigarettes manufactured during January, 1984 through April, 1984.

Several R.J. Reynolds' cigarette brands changed CO and NO deliveries during this testing period.

The CO (3 to 4 mg) and the NO (0.10 to 0.13 mg) deliveries of both Now 100's, plain and menthol, increased as a result of a decrease in filter ventilation (75 to 68%).

The CO (6.2 to 7.2 mg) delivery for Salem Ultra Lights 100 cigarettes increased as a result of a decrease in filter ventilation (60 to 56%).

The CO (14.5 to 13.6 mg) and NO (0.35 to 0.30) deliveries of Camel Lights 100 cigarettes decreased as a result of an increase in ventilation (20 to 26%).

The CO (5.7 to 7.2 mg) delivery of Vantage Ultra Lights 100 cigarettes increased which correlated with a change to a less porous cigarette paper (16 to 26 sec.).

Liggett Group's Chesterfield 85 (NF) cigarettes increased in CO delivery (12 to 16 mg) which correlated with a change to a less porous cigarette paper (7 to 15 sec.).

Lorillard re-engineered the True brands using Hauni laser perforation for the ventilation system. The CO (5 to 4 mg) and NO (0.14 to 0.12 mg) deliveries for both True 85's, plain and menthol, decreased as a result of increased filter ventilation (51 to 67%). The CO (9 to 7 mg) deliveries for both True 100's, plain and menthol, decreased as a result of filter ventilation (38 to 54%).

Source: https://www.industrydocuments.ucsf.edu/docs/plnk0001

Brown & Williamson's Belair 100 cigarettes decreased in CO (8.0 to 6.6 mg) delivery as a result of an increase in filter ventilation (36 to 45%).

Brown & Williamson's Barclay-type filter cigarettes are listed on Table III comparing the CO and NO deliveries with both the standard holders and modified holders. The CO and NO deliveries have been deleted from ranked table since the present FTC methodology does not accurately measure Barclay-type cigarette deliveries.

R. J. Reynolds is test marketing Doral Filter Lights 85's and 100's, plain and menthol, as value entry products in 13 states. These brands are shown on Table V.

CCB/dgs

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Attachments

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